

## **CLAIMS**

What is claimed is:

1. A method for delivering multimedia content on a physical media, comprising:
  - placing at least one media key block on the physical media;
  - dividing the multimedia content on the physical media into multiple parts, each part being encrypted with a different encryption key;
  - encrypting the encryption key with a key derived from the media key block; and
  - delivering the encrypted encryption key to a player of the physical media.
2. The method of claim 1, wherein delivering the encrypted encryption key comprises delivery over a network.
3. The method of claim 1, wherein the encrypted encryption key is associated with a price related to the use of the part.
4. The method of claim 3, further comprising delivering the price concurrently with the encrypted encryption key.
5. The method of claim 4, further comprising determining the price when the encrypted encryption key is delivered.
6. The method of claim 3, further comprising associating the encrypted encryption key with a maximum price.

7. The method of claim 6, further comprising preventing playback of the part if the maximum price is reached.
8. The method of claim 2, wherein the delivery over the network involves a secure protocol; and  
further comprising placing necessary data for the secure protocol on the physical media.
9. A method of playing a multimedia content on a physical media, comprising:
  - identifying individual parts on the physical media;
  - identifying a media key block on the physical media;
  - receiving an encrypted encryption key;
  - decrypting the encrypted encryption key using another encryption key derived from the media key block; and
  - decrypting and playing one or more individual parts on the physical media.
10. The method of claim 9, wherein receiving the encrypted encryption key comprises reception over a network.
11. The method of claim 10, wherein the reception over the network involves a secure protocol; and  
further comprising identifying necessary data for the secure protocol on the physical media.
12. The method of claim 9, wherein the encrypted encryption key is associated with a price related to the playback of the part.

13. The method of claim 12, further comprising delivering the price concurrently with the encrypted encryption key.
14. The method of claim 12, further comprising determining the price when the encrypted encryption key is delivered.
15. The method of claim 9, further comprising associating the encrypted encryption key with a maximum price.
16. The method of claim 15, further comprising preventing playback of the part if the maximum price is reached.
17. A computer program product having instruction codes for delivering multimedia content on a physical media, comprising:  
a first set of instruction codes for placing at least one media key block on the physical media;  
a second set of instruction codes for dividing the multimedia content on the physical media into multiple parts, each part being encrypted with a different encryption key;  
a third set of instruction codes for encrypting the encryption key with a key derived from the media key block; and  
a fourth set of instruction codes for delivering the encrypted encryption key to a player of the physical media.
18. The computer program product of claim 17, wherein the fourth set of instruction codes delivers the encrypted encryption key over a network.
19. The computer program product of claim 17, wherein the encrypted encryption key is associated with a price related to the use of the part.

20. The computer program product of claim 19, wherein the fourth set of instruction codes delivers the price concurrently with the encrypted encryption key.

21. The computer program product of claim 20, wherein the fourth set of instruction codes further determines the price when the encrypted encryption key is delivered.

22. The computer program product of claim 19, wherein the fourth set of instruction codes associates the encrypted encryption key with a maximum price.

23. The computer program product of claim 22, further comprising a fifth set of instruction codes for preventing playback of the part if the maximum price is reached.

24. The computer program product of claim 18, wherein the delivery over the network involves a secure protocol; and

further comprising a sixth set of instruction codes for placing necessary data for the secure protocol on the physical media.

25. A computer program product of playing a multimedia content on a physical media, comprising:

a first set of instruction codes for identifying individual parts on the physical media;

a second set of instruction codes for identifying a media key block on the physical media;

a third set of instruction codes for receiving an encrypted encryption key;

a fourth set of instruction codes for decrypting the encrypted encryption key using another encryption key derived from the media key block; and

a fifth set of instruction codes for decrypting and playing one or more individual parts on the physical media.

26. The computer program product of claim 25, wherein the third set of instruction codes receives the encrypted encryption key over a network.

27. The computer program product of claim 26, wherein the reception over the network involves a secure protocol; and

further comprising a sixth set of instruction codes for identifying necessary data for the secure protocol on the physical media.

28. The computer program product of claim 25, wherein the encrypted encryption key is associated with a price related to the playback of the part.

29. The computer program product of claim 28, further comprising a seventh set of instruction codes for delivering the price concurrently with the encrypted encryption key.

30. The computer program product of claim 28, further comprising an eight set of instruction codes for determining the price when the encrypted encryption key is delivered.

31. The computer program product of claim 25, further comprising a ninth set of instruction codes for associating the encrypted encryption key with a maximum price.

32. The computer program product of claim 31, further comprising a tenth set of instruction codes for preventing playback of the part if the maximum price is reached.

33. A service for delivering multimedia content on a physical media, comprising:

- a placement of at least one media key block on the physical media;
- a division of the multimedia content on the physical media into multiple parts, each part being encrypted with a different encryption key;
- an encryption of the encryption key with a key derived from the media key block; and
- a delivery of the encrypted encryption key to a player of the physical media.

34. The service of claim 33, wherein the delivery of the encrypted encryption key comprises delivery over a network.

35. The service of claim 33, wherein the encrypted encryption key is associated with a price related to the use of the part.

36. The service of claim 35, further comprising a delivery of the price concurrently with the encrypted encryption key.

37. The service of claim 36, further comprising a determination of the price when the encrypted encryption key is delivered.

38. The service of claim 35, further comprising an association of the encrypted encryption key with a maximum price.

39. The service of claim 38, further comprising a prevention of playback of the part if the maximum price is reached.

40. The service of claim 34, wherein the delivery over the network involves a secure protocol; and

further comprising a placement of necessary data for the secure protocol on the physical media.

41. A service of playing a multimedia content on a physical media, comprising:

an identification of individual parts on the physical media;

an identification of a media key block on the physical media;

a reception of an encrypted encryption key;

a decryption of the encrypted encryption key using another encryption key derived from the media key block; and

a decryption and playback of one or more individual parts on the physical media.

42. The service of claim 41, wherein the reception of the encrypted encryption key comprises a reception over a network.

43. The service of claim 42, wherein the reception over the network involves a secure protocol; and

further comprising an identification of necessary data for the secure protocol on the physical media.

44. The service of claim 41, wherein the encrypted encryption key is associated with a price related to the playback of the part.

45. The service of claim 44, further comprising a delivery of the price concurrently with the encrypted encryption key.
46. The service of claim 44, further comprising a determination of the price when the encrypted encryption key is delivered.
47. The service of claim 41, further comprising an association of the encrypted encryption key with a maximum price.
48. The service of claim 47, further comprising a prevention of playback of the part if the maximum price is reached.